

VIDOR
LONG LIFE
H.T. BATTERYTURN TO PAGE 3.
AND SEND IN YOUR ENTRIES

The People

London Edition

SUNDAY, JANUARY 29, 1939

No. 2987 58th Year

OVER 3,000,000 CERTIFIED SALE

[Registered at the G.P.O.
as a Newspaper.] 2D.**"It Takes Two To Make Peace"—THE PREMIER****STRONGER BRITAIN
WILL STRIVE FOR
APPEASEMENT**

FROM OUR OWN CORRESPONDENT

Birmingham, Saturday.

"TO-DAY the air is full of rumours and suspicions which ought not to be allowed to persist" declared the Prime Minister in a speech broadcast from Birmingham to-night.Sweeping
Cabinet Changes
OfficialSEA LORD
TAKES OVER
DEFENCE
MINISTRY

Special to "The People"

TWO OF THE MOST CRITICISED MINISTERS IN MR. CHAMBERLAIN'S CABINET ARE TRANSFERRED TO OTHER DEPARTMENTS AS A RESULT OF IMPORTANT CHANGES, ANNOUNCED YESTERDAY. SIR THOMAS INSKIP MAKES WAY AT THE DEFENCE MINISTRY FOR LORD CHATFIELD, LEADING NAVAL EXPERT; AND AN EXPERT FARMER SUCCEEDS MR. MORRISON AT THE MINISTRY OF AGRICULTURE AND FISHERIES.

Here are the changes:

Sir Thomas Inskip (Minister for Co-ordination of Defence) to be Secretary of State for the Dominions. [For the past few months Mr. Malcolm MacDonald has been combining the Secretarieship of the Dominions with that of the Colonies. With the Conference on Palestine about to begin, Mr. MacDonald will find the Colonial Office a full-time job for some time to come.]

REBUILT THE NAVY

Admiral of the Fleet Lord Chatfield (First Sea Lord) to be Minister for Co-ordination of Defence. [Lord Chatfield, the man who rebuilt the Navy and brought it to its present high standard of efficiency, is now in India overhauling defences there. He will leave almost immediately for England.]

Mr. W. S. Morrison (Minister of Agriculture and Fisheries) to be Chancellor of the Duchy of Lancaster.

Major Sir Reginald Hugh Dorman-Smith (National Farmers' Union) to be Minister of Agriculture and Fisheries. He is an expert farmer, and only thirty-nine.

First elected M.P. in 1935, Sir Reginald has the rare distinction of going direct from the back benches to the Cabinet. Earl Winterbottom (Chancellor of the Duchy of Lancaster) to be Paymaster-General.

The Earl of Munster (Vice Lord Strathcona and Mount Royal resigned) is Parliamentary Under-Secretary of State for War.

Mr. Morrison will assist the new Minister for the Co-ordination of Defence and will answer to the House of Commons. He will also be available to assist with general Parliamentary and other business.

Earl Winterbottom will cease to be a member of the Cabinet, but will retain his chairmanship of the Inter-Governmental Committee of Refugees, and will be available to serve on other Government committees.

The deprivation of Lord Strathcona and Mount Royal of his appointment as Parliamentary Under-Secretary for War is stated to be merely of a temporary character.

**"GOOD
LUCK"**

Mr. J. Carswell, fireman of the Coronation Scot, Britain's crack train which will "Show the Flag" in the United States, bids farewell to his baby daughter before leaving London yesterday.

First
Meal
For
Days

A Spanish refugee grandmother at the French town of Le Perthus feeds her two-year-old granddaughter with the first meal she has had for several days.

Sent Back To Death**Spain Border
Refugees in
Wild Scenes**

CLUTCHING TREES AND SHOUTING THEY WOULD RATHER COMMIT SUICIDE THAN FALL INTO FRANCO'S HANDS. SPANIARDS OF MILITARY AGE TRIED TO RESIST BEING THRUST BACK INTO SPAIN AT PERTHUS BY FRENCH FRONTIER GUARDS.

**Nobel Peace
Prize For—**

FOR 38 years the Nobel Peace Prize has been awarded every year to the man or woman, in any country, who has done most to further the cause of universal peace.

Any nation can propose the name of the person they think should be honoured.

So Senator Brandt, member of the Social-Democrat Party, has sent a name to the Norwegian Committee of the Norwegian Parliament (says Reuter).

HE SAYS THEY SHOULD NOMINATE HITLER.

But on orders issued last night by M. Sarrat, French Minister of the Interior, the guards began to send back across the border some 8,000 men who had succeeded in crossing into France in the last few days.

Most of them were deserters from the Republican army. Many of them protested and shrieked in insults against France.

Some of them had been taken from refugee trains about ten miles inland, when they thought they were already safe. None of them got back their arms, which were confiscated when they crossed.

THEY FACE SHOOTING

It is easy to understand the men's terror," a frontier official said, "for they are being sent back to what looks very like certain death.

They are liable to be shot by the Republican authorities as deserters. If they surrender to Franco their fate is hardly likely to be more happy.

Should they try to redeem their momentary cowardice by fighting again, they will be fighting with an army outnumbered in artillery and planes by five to one, drained of ammunition, and half-starved.

"And always there will be the drone of the deadly German and Italian bombers overhead."

UPROAR IN FRANCE

The French Cabinet's merciless decision created such an uproar among Liberal politicians, however (says Reuter), that within a few hours it had to be modified.

A new instruction was sent out to the border guards—men of military age who had already crossed should be allowed to remain, but no others should be admitted.

But some of those turned back yesterday have started inland evidently in an attempt to cross the frontier secretly by the "smuggler trail" across the mountains.

The authorities have stationed police and mobile guards at Andorra—the Pyrenean "pocket Republic"—to prevent any men reaching France by that route.

(See also Page Three.)

TO-DAY'S WEATHER

Fresh N.E. winds; cloudy and bright periods. Local wintry showers. Rather cold.

Further outlook: No change.

**PARIS POLICE
ARREST 500**PARIS, Saturday.
POLICE ARRESTED FIVE HUNDRED PEOPLE ON THE BOULEVARDS TO-DAY AS A RESULT OF A DEMONSTRATION DEMANDING ARMS FOR SPAIN.

The demonstration was organised by the Youth Section of the Communist Party, and the participants gathered in the Bastille district, intending to march along the boulevards calling for the Spanish frontier to be opened.

**RONALD
COLMAN AS
KITCHENER?**

RONALD COLMAN MAY PLAY THE PART OF LORD KITCHENER OF KHARTOUM IN A FILM OF THE GREAT WAR MINISTER'S LIFE WHICH MR. HERBERT WILCOX IS STARTING AT DENHAM IN APRIL.

Mr. Wilcox sailed from Southampton last night for New York in the Normandie.

TO £200,000

He could not, he said, give the name of the star he was hoping to sign for the film, but it was an English actor famous the world over.

In the making of the picture, which is to cost £200,000, Mr. Wilcox is receiving full co-operation of the War Office, the Admiralty and the family of the late Lord Kitchener.

For the first time full details of the sinking in 1916 of the cruiser Hampshire, in which Lord Kitchener lost his life, will be revealed to the general public.

The book has been written by Sir Robert Vansittart, Chief Diplomatic Adviser to the Foreign Secretary.

**COLDS
& FLU quickly cured****cephos**
Sect. 1000 REG.
THE PHYSICIAN'S REMEDYBIG CASH PRIZES ... Page 18
RADIO GUIDE Page 19
DARTS CONTEST Page 20
FOOTBALL POOLS Page 22On Other Pages
BIG CASH PRIZES ... Page 18
RADIO GUIDE Page 19
DARTS CONTEST Page 20
FOOTBALL POOLS Page 22

evils crying more loudly for redress than the cessation of hard labour in prisons and, in cases of some execrable crimes, the abolition of the cat.

"Let us by all means benefit by our experience and improve our system, but let us retain those expedients which have yet to be proved as retrogressive."

Jean had caused an earlier sensation in the tournament by defeating Miss Depetrisova, of Czechoslovakia, acknowledged as the second best female tennis player in the world.

Now Jean looks forward to further triumphs. Already Junior Lawn Tennis champion of Britain, she hopes to play in the senior contests at Wimbledon this summer.

Another of his comments is: "There are surely other greater social

"It is 27 years since Parliament authorised whipping for certain offences," he says, "and we have never heard of one case where it was not deserved."

"There has never been a suggestion of any miscarriage of justice."

"Twenty-seven years is not long in the lifetime of a nation. Let us extend the power of whippings as suggested by experienced judges."

Commissioner Lamb makes these observations in a Salvation Army memorandum on the Criminal Justice Reform Bill.

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**France "Could Buy
5,000 Planes To-day"**Paris, Saturday.
WITH the tons of gold which are returning to France the country would to-morrow have the means of buying more than 5,000 ultra-modern aeroplanes abroad."

These were the words of M. Paul Reynaud, French Finance Minister, in a broadcast to-night on the results of his financial policy, launched three months ago.

"France's is the only issue bank which day by day is receiving gold," he said. "If in November we had decided on exchange control, where would have been these hundreds of tons of precious metal?"

"I thought that following the events of Munich our first duty was to make France strong. She could not be strong with her public finances in disorder."

"We can say to-day that while France despises no one, she fears no one. If our neighbours realise something better to do than make war"—Reuter and Exchange.

Across the Atlantic, President Roosevelt's decision to sanction the sale of military planes to France was strongly criticised in the Senate Military Affairs Committee. Senator Nye said it was "equivalent to a military alliance with France."

There are many ways of treating a common cold, but there is nothing which will give relief so quickly as Cephos, the prescription of an Eminent Harley Street Physician. Even when the Cold or Influenza has obtained a good hold Cephos will very soon enable the victim to throw off the attack. Cephos Does Not Affect The Heart.

Sold by all Chemists & Stores in Powder or Tablet form, 1/3 & 3/-. Single dose 2d, each.

WHEN YOU ASK FOR CEPHOS SEE THAT YOU GET IT
Proprietors: Cephos Ltd., Blackburn.

Refugees' Day Of Air Terror

100 BOMBED TO DEATH

FRANCO 25 MILES NEARER FRANCE

WHILE REFUGEES POURED OUT OF SPAIN INTO FRANCE ALL DAY YESTERDAY, FIGHTING AND BOMBING CONTINUED UNABATED IN CATALONIA. WHERE THE REPUBLICANS SHOW NO SIGN OF ENDING THEIR RESISTANCE.

Dr. Negrin, the Republican Premier, broadcast a message to the Spanish people in which he said:

"We have lived through many disasters. We will survive this one, too. Our Army can now effectively face enemy assaults."

Franco's reply was a bombing raid which killed 100 people in Granollers, town north-west of Barcelona.

The Nationalist troops have now reached a point 25 miles beyond Barceloneta on the coast, and inland they were in positions commanding Granollers last night.

COLD AND HUNGRY

Figueras, now the seat of the Republican Government, 15 miles from the French frontier, was also heavily bombed. The town, normally one of 10,000 inhabitants, was now overflowing with refugees, whose plight through cold and hunger is pitiful.

According to a report from Le Perthus, on the French frontier, three children were killed when Franco planes machine-gunned the lorry in which they were travelling from Barcelona.

Another 160 children who were being taken to France are reported missing.

SIX-MILE QUEUE

For six miles from the frontier town of Port Bou stretched last night a solid queue of refugees waiting to enter France. At least 150,000 are expected to cross this week.

One woman who had just given birth to a child dragged herself across the border with her dead baby in her arms.

Units of the Republican Fleet, now in the Gulf of Rossas, are stated to be preparing to take refuge in French waters, where they would be interned. Reports of a Franco landing in French territory were later explained as due to a mistake.

While the clash of the armies recedes from Barcelona, Franco's new civic authority is trying to restore normal services and food supplies for the people who remained in the city when it was taken by the Nationalists.

FOOD FOR BARCELONA

Food ships from Palma, Majorca, are expected to day, and the authorities are making every effort to bring up supplies, though land transport difficulties are enormous, owing to broken bridges and demolished roads.

Mr. J. Rodgers, British Consul in Barcelona, said yesterday:

"About 22 men, the remainder of the crew of the Yorktown, sunk on January 22, the Micene, sunk on January 24, left Micene, on January 25, and on Thursday morning, while the Consulate also evacuated 20 British subjects in the last

days, about 200 British subjects remain.

They include a number who do not speak English, Maltese and others."

Some 600 wounded Italian soldiers of all ranks arrived at Naples yesterday in a hospital ship Cradisa.

A great ovation was given by the crowd, who pressed cigars, cigarettes and flowers on the men.

(Reuter and B.U.P. Cables)

Court Sympathised

MOTHER'S PROBLEM

FAMILY OF 7: 34s. A WEEK

From Our Own Correspondent

Richborough, Saturday.

BRITAIN'S biggest refugee camp—it will have its own cinema and hospital—opens here next week.

The camp will cost £80,000 a year to run, and will hold 3,500 refugees from Germany and Austria.

The famous Kitchener Camp, where 40,000 troops were stationed during the war, has been acquired by the Council for German Jewry for the settlement, and is being run by the Jewish Lads' Brigade.

A hundred refugee craftsmen are working night and day to get the camp ready for use.

BRITON A BOMB VICTIM

Jerusalem, Saturday.

A British soldier, two Jewish women and two Jewish children were slightly injured by flying fragments of a bomb that exploded outside a Jerusalem cinema this evening.

The bomb, which was wrapped in a handkerchief, exploded in mid-air while queues were waiting to enter the cinema.—Reuter.

SHEET-METAL WORK

MODERN PAINTER AND DECORATOR

A completely new and revised edition of this famous book has recently been published. The first edition was by Arthur Seymour Jennings, late Editor of "The Decorator," and was planned to provide a comprehensive storehouse of information on all subjects connected with the Painting and Decorating Trades.

This new edition has been entrusted to J. G. E. Holloway, the present Editor of "The Decorator," who has been assisted by some of the leading experts in the trade. It therefore contains information and advice on all the most recent developments, especially those employed in Aeroplane and Automobile Manufacture.

SOME OF THE SUBJECTS

The principles of Sheet-Metal Work, Sheet-Iron and other Sheet-Metal Preparation of Sheets, Aluminium Working, Copper, Lead and Zinc Working, Art-Metal Work, and Tinsmiths' Work, Plastics, Sheeting Machines, Punching Machines, Bending and Forming Machines, Power Presses, Sheet-Metal Factories, Useful Data, Blanking Machines, Coining and Other Presses, Machines for Miscellaneous Operations, Dies for their Operation, Dies for Bending, Die-making, Plastic Processes, Resistance Welding, Oxy-acetylene Welding, Electric Arc Welding, Spot Welding, Soldering and Brazing, Portable Tools, Machines for Can Manufacture, Finishing Processes, Spinning Lathes, and Processes, Mass Production.

EQUIPMENT AND MANAGEMENT

The work also deals thoroughly with the question of organisation, and is an indispensable guide to the management of a business. Under this heading come Workshop and Office Routine, Equipment, Law and Insurance, Measuring and Estimating Prices, Recipes, etc., etc.

ILLUSTRATIONS

It is important that a book of this kind should be extensively illustrated; it contains no fewer than 56 full-page plates, all in addition to 24 full-page plates.

All the illustrations have been chosen for their practical value in helping the reader to follow the text.

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Name _____

Send this form in unsealed envelope (id stamp)

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R.R. 16

Beauty and the Brush



This fine Samoyed is being groomed for exhibition at Cruft's Dog Show, which opens in London on February 8.

New Air-Raid Ray For A.R.P.

SEVEN YEARS' WORK BY MR. H. P. JACOBS, OF SOUTHWICK, SUSSEX, HAVE RESULTED IN THE DISCOVERY OF A NEW RAY, GIVING SUFFICIENT LIGHT FOR THE TREATMENT OF AIR-RAID CASUALTIES WITHOUT THE LIGHT BEING VISIBLE TO THE RAIDERS.

Capt. W. J. Hutchinson, Chief Constable of Brighton, revealing the discovery yesterday, said that the new ray is similar to the infra-red ray.

PREMIER:

CONTINUED FROM PAGE ONE

BRITAIN'S GREAT ARMS SPEED-UP

"War to-day is so terrible in its effects on those who take part in it, no matter what the ultimate outcome may be. It brings so much loss and suffering even to those who stand aside and watch the combat from the ring that it ought never to be allowed to begin unless every practicable and honourable step has been taken to prevent it."

"That has been the view of this Government from the beginning, and the Munich agreement, though it is the most important illustration of its practical working, was only an incident in a consistent unwavering policy of peace."

THANKS TO THE DUCE

"I go further and say that the preservation of peace last September was only made possible by the events which had preceded it by the exchange of letters between myself and Signor Mussolini in the summer of 1937, and by the conclusion of the Anglo-Italian Agreement in February of last year."

"Without the improvement in the relations between this country and Italy I could never have obtained Signor Mussolini's co-operation last September, and without his co-operation I do not believe peace could have been saved."

"Quite recently, as you know, the Foreign Secretary and I paid a visit to Rome, and for that, too, we have been criticised by those who seem determined to obstruct and resist every attempt to improve international relations."

"There are some who are so blinded by prejudice and partisanship that they do not scruple to besmirch and belittle the representatives of this country."

"They declared before the visit that we were going to Rome to surrender British interests, that we were going to grant belligerent rights to General Franco, that we were going to betray our friends and allies in France, and when we came back without having done any of these things, they changed their complaint and said it was not worth while to have made the visit at all, because nothing had come of it."

"Yet, almost without exception, hospitals are forced to carry out their work with the tremendous handicap of inadequate financial resources which would find them ill-equipped to meet a national emergency."

INCREASING NEEDS

"I ask everyone, therefore, wherever he may live to help his hospital in every way he can."

"Our hospitals are answering increasing calls on their services every day," Lord Southwood went on.

"Necessity of applying new treatment in the case against disease demands costly equipment and training. But their income is not equal to their normal working costs."

"The burden of the debt is piling up alarmingly."

Lord Southwood stressed that the question whether the Tadworth branch of the Hospital for Sick Children should be reopened as a convalescent home depended on their ability to allocate £10,000 a year for its maintenance.

Police-Sergeant Malkin stated that in March, 1938, Cox was sentenced to three months' hard labour at Bridport for neglect of four children, and Mrs. Cox was bound over at Beaminster in November, 1937, for forging a food voucher for the family.

The couple were bound over for a year, the Chairman remarking that the fact that Mrs. Cox seemed to have done a good deal for the children under rather adverse conditions.

FORMER INDIAN GOVERNOR

Sir Laurie Hammond, a former Governor of Assam, who died yesterday at Walmer, Kent, aged sixty-six, was a member of the Royal Commission on Palestine in 1936-1937, and had over 40 years' service in India.

ERUPTION HAVOC

Jerusalem, Saturday.

Great damage has been caused by a violent eruption of the volcano Nyam Lagira, near here.

Thousands of acres of forest and plantation have been destroyed as well as the chapel and school at Makutsa.—Reuter.

SUNDAY

Police Chief ROBBED

Thieves who broke into the house of Police Supt. John Sands in Larmach-rid.

Hammersmith, stole cash and cigarettes. Entry was forced at a dining room window.

CLOSING DATE

7th FEB. 1939

ATTEMPT NUMBER

6 ATTEMPTS 6^d 12 ATTEMPTS 1^d

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UP AT 6 AND A CLOCK TO PUNCH?

Here's one thing that'll make you wide-awake, glad to be up—full of pep and go from cock-crow on.

WHY is it that most people feel at their worst first thing in the morning—the very time you'd expect them to feel life was great? It isn't natural to be fuddled and tired after a night's sleep. Recent research into the causes and nature of sleep supplies a surprising answer. While getting to sleep, *your body actually asks for energy* (which explains why it's bad to go to bed on an empty stomach) and to supply that energy you need a satisfying meal at supper-time. That's why thousands of early risers drink Bournville Cocoa at supper-time. With Bournville even a light meal satisfies you, because "cocoa makes every meal go further."

And while giving you that necessary energy, Bournville soothes the nerves and looks after your digestion as well. So that you wake in the morning clear-headed and vigorous, glad to be alive and welcoming the new day as you should.

**SUPPER-TIME
COCOA
makes early
rising easy!**

Hating to get up spoils your whole morning. You'll never get anywhere if you start your day's work like that.

You'll be a different person in the mornings when Bournville Cocoa at supper-time looks after sleep, digestion and nerves.

**CADBURY'S
Bournville Cocoa**

6d a $\frac{1}{4}$ lb 11d a $\frac{1}{2}$ lb

A CUP OF COCOA IS A CUP OF FOOD

That's why "cocoa makes every meal go further"



Pontings 10,000 Men's Famous "RAINWARM" WEATHERCOATS

A quarter of a million men have judged the "RAINWARM" the best Half-Guinea value in the country.

Here is a typical "golden opinion" from Bristol: "I was amazed at the quality and fit . . . I could not have obtained such a good coat anywhere else even at a much higher figure."

Now comes the chance to buy this wonderful Weathercoat at a reduced price. Note these value points:

• The strong Material:

Thoroughly WATERPROOF Will stand hard wear and give complete protection against rain, snow or sleet.

• The Good Make:

SEAMS TAPE for extra strength; buttons backed, all seams strongly sewn. Non-conductor at hem of skirt.

34 to 42in. chest Post 6d. 8/-
44in. 9/- 46in. 10/-
48in. 11/- 50in. 12/- Post 8d.

NOW
REDUCED
TO 8/-
34 to 42in.
chest Post 6d.

ALSO FOR THE BIG MAN.
44in. chest 9/- 46in. chest 10/-
48in. 11/- 50in. 12/- Post 8d.

• The ample Fullness:

GENEROUSLY CUT. Extra wide three-piece skirt allows ample wrapover to protect legs and knees. Good storm collar.

• The comfort Features:

WARM FLEECY LINING Adjustable straps on cuffs, all-round belt. In Fawn shade only.

When ordering by post please state chest measure over waistcoat and quote 42/P.115.

**HORROCKSES' White Repp
ADMIRALTY
SHIRTS**

6d/P300—Admiralty Shirts, noted for their amazing long wearing quality, at this Special Keen Price. In White only.

Worth
3/11

3,000 Pairs
MEN'S NAVAL PATTERN
'TUF' BOOTS
with Patent 'Panco' Worksoles

Sizes 5 to 11. Post 7d.
Sale Price, per pair 6/-

'Tuf' Boots will withstand the hardest wear a working man demands of his boots. In the factory, fields or street—you will find them equally satisfactory.

Uppers of Stout Black Grained Leather.

2/P.262

Leather inner soles. Good wide comfortable fittings.

Patent 'Panco' Sole. A complete rubber composition sole in one solid substance with unique Storm Bead to keep out wet.

Exclusive to Pontings

Strong White Repp cloth, good width. ★ Well cut and will not shrink. Three button front.

Well cut and finished, with double cuffs.

16, 18, and 17 in. 3d. Post 3d.

THREE, Post 6d. 10/-

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THREE, Post 6d. 10/-

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And He Earns Only £300 A Year!

VICAR GENIUS OF £1,500,000 PLAN

Being Taken for a Ride



SPECIAL TO "THE PEOPLE"

ROCKFORD'S CLERICAL DIRECTORY SAYS OF GREY-HAIRED RALPH POTTS GUY, SIXTY-NINE-YEARS-OLD VICAR OF CLAVERLEY (POP. 1,363), NEAR WOLVERHAMPTON, "NET INCOME £300, AND HOUSE."

Yet Mr. Guy, formerly of St. Mary's, Bryanston-sq., London, is the master-mind behind a £1,500,000 dream garden-city which is gradually taking shape at Ickenham, Middlesex.

Once a week, the vicar leaves his quiet hamlet and comes to town to inspect and superintend building operations.

Yesterday he revealed to me his object in financing what he described to me as "one of London's finest suburbs."

FRESH-AIR HAPPINESS

"I believe it is possible to preserve the amenities of the country within easy reach of town," he said.

"I believe that light, fresh air and the country are an important contribution to the happiness of human existence."

"And so, for 20 years I have been buying land at Ickenham, which is within easy reach of the West End."

Already a hundred out of the thousand houses planned are finished, and several are occupied.

"This is not a philanthropic venture," said Mr. Guy. "We shall make about 5 per cent profit."

"Every scrap of material used is British. The houses are selling at an average of £1,000 each."

"I have purchased sufficient land to guarantee that the houses will remain cottedified for all time."

I asked Mr. Guy how he financed such a huge venture.

"I started in a small way," he said, "and the money multiplied like a snowball. I re-invested all my profits, and there you are!"

At one time, when he needed money to carry on his plan, Mr. Guy phoned up a bookmaker friend.

"I said to him, 'I am going to take you out to dinner and borrow £30,000 from you.' And I did. He told me,

Mr. Guy keeps in close touch with the Stock Markets. He is recognised as having one of the keenest financial brains in the country.

"When he comes to supervise the work," one of the men on the estate told me, "he asks all sorts of technical questions you'd never expect from a clergymen."

**FURNISH today
without delay EASIER TO PAY
SMARTS 4-YEAR WAY**

Smarts Popular Sayings No. 15

The Furnishing Plan that fits like a glove

THROW DOWN THE GAUNTLET to furnishing worry! You can make a fitting start by visiting the showrooms right away. The "Easier to Pay—Smarts 4-Year Way" is made to measure to fit your problem—just listen to this! 20/- first instalment buys £4.48 worth of furniture fit for a palace (with other amounts in proportion). Not a penny deposit is asked for—and even references are not required because Smarts believe in complete privacy. In no time everything can be already in your home, delivered free with even carpets and lino laid. Yes, Smarts way puts a lovely home right in the palm of your hand. But here's the best of all—Smarts security. You get a free Fire & Life Policy to protect you, and can always rely on Smarts well-known generosity. Why, even if the most improbable prevented you from continuing, Smarts would still give you a refund! This is the security you're with a small adjustment for use enjoyed. And now, why not put your finger right on the answer and come to the showrooms. Can't come? Then send the coupon for Smarts "Wonder Book" catalogue FREE.

FURNISHING IDEAS AT YOUR FINGER TIPS—POST THIS!

SMARTS
50 Years of Quality Credit Furnishing
19-25 OXFORD STREET,
LONDON, W.1. phone GERRARD 4577
A large fleet of lorries to deliver throughout the country.
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Coventry • • • • • 40 Butler Market
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Leicester • • • • • 12-14 Victoria Street
Liverpool • • • • • 75-79 Victoria Street
Newcastle-on-Tyne 119-121-126 Grey Street
Nottingham • • • • • 13 St. Peter's Gate
Plymouth • • • • • 49 George Street
Preston • • • • • 101-103 The Moor, 1
Sheffield • • • • • 10-12 London Street
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SCOTLAND'S CENTRE
Glasgow • • • • • 40-42 Buchanan Street, C.1
Edinburgh • • • • • 26-28 Frederick Street, 2

NAME (Mr., Mrs., or Miss)

ADDRESS

POST TO NEAREST BRANCH (Use d. stamp and unsent envelope) All Branches Open All Day Sat.

You May Not Agree About

Gumption And Gamps!

SHADES OF CHAMBERLAIN, MUNICH AND NEVILLE'S AIRPORT BROADCAST WILL PREVENT ME FORGETTING THAT STACCATO CLASSIC:—

"When I was a boy, I used to say, 'If at first you don't succeed, try, try again.' I am doing that now."

Four times in one day during the September crisis I heard the Premier through the radio telling the world.

This week, gazing at his picture in the newspapers, I questioned if his schooldays try-try policy made him REALLY smart.

Smart enough, say, to play skilfully the game of foreign diplomacy, without being left in the "monkey."

Certainly, it is prominent position implies he is cuter than the simple appeaser he appears to be.

But it requires more than gamps and round-eyed smiles to win at international chess against Ribbentrop and Ciano.

So I hope he has that blessed quality of old-fashioned British diplomatic "gumption."

CONTemporaries often regarded our past leaders as the greatest muddlers—until they saw them put Britannia among the prizes.

Actually, their apparent stupidity possessed that careful carelessness hiding genius. Former British negotiators have shown first-class brains in the sport of give-one-and-take-one.

Either in the way of picking up colonies, or granting home rule in the later wisdom of pursuing peace.

This leads to the debatable point as to what circumstances give diplomats, or even commoner folk, the capacity of playing their cards well.

If Mr. Chamberlain has a 100 per cent. judgment on what is best for Britain, how can he be by the grey matter?

I have a studious friend who ascribes every form of mental alertness to education, and by education he means grinding at books to the headache stage.

He makes it follow that if any statesman is a round peg in a circular hole, then in youth his studies were all the world to him.

Therefore, if your young hopeful arrives

* * *

FOREIGN! Tokyo, Saturday. TOYS made in Japan are now being shipped abroad without the inscription "Made in Japan." Instead they are just stamped "Foreign."

Japs hope this will enable them to avoid the world-wide boycott. B.U.P.

* * *

Mr. Neville Chamberlain

What passes for stupidity is often a want of interest. Most men of greatest genius have never been distinguished for their acquirements at school.

Bad school reports may go with the "uneducated" mind of a Shakespeare, or with the sagacity of a model future diplomat.

As a boy, Mr. Chamberlain used to try, try again. We hope the results got past the achievement of simple bookishness.

I should love to see Neville's series of reports penned by his old headmaster, and compare them, if I knew it, with his actual discernment.

Which discernment we can but surmise upon, but which we trust will be keener than that of the accommodating caw of the crow in the fable.

FOR THESE DAYS THERE ARE INTERNATIONAL FOXES AROUND.

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Elasto

REGISTERED
The Wonder Tablet

Take it—and Stop Limping!

EVERY sufferer should test this wonderful new Biomedical remedy which brings quick relief from pain and weariness and creates within the system a new health force; overcoming sluggish, unhealthy conditions, increasing vitality and arousing to full activity the inherent healing powers of the body. No ailment resulting from poor or sluggish circulation of the blood can resist the curative action of Elasto. Varicose veins are restored to a healthy condition, the heart becomes steady, the arteries supply skin troubles clear up, leg ulcers (bad-leg) heal naturally and the cure is lasting; piles vanish and rheumatism, in all its forms, is literally swept out of the system. This is not magic, although the relief does seem magical; it is the natural result of revitalised blood and improved circulation brought about by Elasto, the tiny tablet with wonderful healing powers.

Everybody is Asking—What is Elasto?

This question is fully answered in an interesting Booklet, which explains in simple language this amazing new method of curing through the blood. Your copy is Free, together with a generous Free Sample, see coupon below. Suffice it to say here that Elasto is not a drug, but the vital cell-food which must be present in the blood to ensure complete health. It restores to the blood the vital elements which combine with the blood albumin to form organic elastic tissue and thus enables Nature to restore elasticity to the broken-down and devitalised fabric of veins, arteries and heart, and so to re-establish normal, healthy circulation, without which there can be no true healing! The health of every organ and tissue of the body depends upon healthy cellular activity, and to ensure this vigorously circulating oxygen-rich blood is absolutely essential. When in doubt, always remember—NINE TIMES OUT OF TEN THE REAL TROUBLE IS BAD CIRCULATION.

Read What Users of Elasto Say:

"Varicose veins quickly cured after 12 years of useless bandaging!" "The swelling from ankles to thighs has entirely gone, and I can do a full day's work, keeping on my legs all day." "My Thrombosis has gone; my legs are better and there is less swelling." "Elasto has healed my bad leg." "Cured my sciatica 12 months ago; still quite fit." "I was suffering from mitral disease and doctor said I must die in any way, but now, thanks to Elasto, my heart is quite sound again." "After being indoors for 18 months I can now walk quite well. My heart is stronger and all the pains have disappeared." "My doctor marvelled at my quick recovery from phlebitis." Etc., Etc.

These extracts are taken from letters received from grateful people who KNOW, who have tested and proved for themselves the extraordinary health-restoring powers of ELASTO, the wonderful new Biomedical Remedy. We guarantee the authenticity of every extract quoted.

Quick Relief Within Your Reach

Simply fill in the Coupon below for a Free Sample and a Special Free Booklet, fully explaining Elasto, the new Biomedical Remedy. These, together with copies of testimonials, showing what Elasto has done for others, we will gladly send privately post free. Do not delay! Write to us these days—NOW, while you think of it—and see for yourself what a WONDERFUL DIFFERENCE ELASTO MAKES! This offer is too good to be missed.

ELASTO (Dept. 126), Cecil House, Holborn Viaduct, London, E.C.

COUPON FOR FREE TRIAL SAMPLE OF ELASTO

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Please send me Free Sample and Special Free Booklet, fully explaining how Elasto, The Great Blood Revitaliser, cures through the blood. [P. No. 29139]

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Elasto will save you pounds!

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H A I R

We could fill the whole of this paper with similar grateful letters and photos as those below proving the wonders of Kotalko has worked in every kind of hair trouble.

Told he would always be bald

KOTALKO soon grew new hair

Turning grey KOTALKO restored natural colour

Wasted Pounds then tried KOTALKO

My hair fell out KOTALKO brought fine thick growth

Afraid to comb her hair

New, strong hair using KOTALKO

"Once I was afraid to comb my hair; this is no longer so, for the falling has completely stopped. My hair is completely covered with a thick growth of new strong hair. Kotalko soap is also worth the price. It is not strong, but anything I have yet used for washing my hair."—Miss M. WOODALL.

"My husband's hair was in terrible state. One big bald patch on the top of his head, and a very bad scalp. He had spent pounds in trying to get this condition different. We sent for Kotalko and by the photo you will see that we have much to be thankful for."—W. J. BINDLEY.

"My hair was falling rapidly and becoming terribly thin. I had used different tonics, but the excessive falling of hair continued. Then I tried Kotalko. My hair stopped coming away on the comb, and a New Beautiful Thick Growth developed from balding. Also my hair, which was going grey, resumed its natural colour."—Miss D. BELL.

"My husband's head was in a terrible state. One big bald patch on the top of his head, and a very bad scalp. He had spent pounds in trying to get this condition different. We sent for Kotalko and by the photo you will see that we have much to be thankful for."—W. J. BINDLEY.

"For two years I was bald all over, top of my head. I tried different preparations, but they did no good. I read about Kotalko and New Beautiful Thick Growth and tried it. My hair is now growing. In a short time I had a splendid head of hair, which has been perfect ever since."—H. A. JOBSON.

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Amazing Finds in an Ancient Tomb

MUMMY

By
Count BYRON
de PROROK

STRANGE things and sad
have often met my gaze
among the ruins of ancient
cities and sometimes, complete
and vivid as a short
story by a master pen, I have come
across a page of human history clear
to read in a single find.

Once, at least, I read of murder in
the immemorial dust, and once there
came to me the picture of a child
gravely dropping a coin into its toy
money-box.

That money-box—I found it amid the
ruins at Utica—must have been
treasured by some little fellow who lived
in that city during the third century
before Christ.

It was made of terra-cotta, and the
small coins still rattled inside it when I
picked it up. All those centuries ago
the city was sacked by the black hordes
of Lydia, and the child was probably
killed or carried off by the victors.

Clarence Streit, the American corre-
spondent who was with us on that ex-
pedition, copied the story of this find
to New York, and within forty-eight
hours had received an offer of a
thousand dollars for the money-box and
the few small coins within it.

MANY famous authors have written stories
of mummies that came to life, but Count de
Prorok tells to-day how he actually saw a dead
king stretch forth his withered arm and slide his
hand along the coffin edge as though to raise
himself into the living world again!

THAT was an eerie experience, and yet this
student of buried history declares that he
has been more deeply stirred by many simple
finds among the tombs of forgotten dynasties,
where immemorial dust still preserves the
evidence of by-gone loves and long-forgotten
hates.

earned more money than there is in all
the world!"

WE accepted this
offer, albeit with
some reluctance, and when I next saw the
money-box, it was
placed in the middle
of a plate-glass show
window on Fifth
Avenue!

It had been bought
by the National
Savings Bank of
New York, and some
clever advertising
man had posted a bold placard beneath
it, which read somewhat as follows:—

"You must save, and this is why:
The coins you see here were deposited
in this money-box in the Third Century
B.C. If they had been invested with us
at 6 per cent, they would by now have

along the coffin rim as though he
were about to rise from the dead.
The sarcophagus in which this
mummy had been buried was re-
moved from the original tomb and
taken with great care to the museum
at Cairo, where a special liquid was
available for spraying mummies in
order to prevent their disintegration
when shrouds were unwrapped and they
were exposed to the air.

This find was considered so important
that several high Egyptian officials and a
British Attaché attended the final
ceremony. There may have been a
score of us gathered round the sarcophagus
to watch the unveiling of this long-dead king of Egypt.

When at last the curators of the
museum had completed their task of un-
winding some seven hundred feet of
mummy cloth, they stepped down from
the dais and everybody pressed forward.

But they halted in their stride and
their faces blanched with fear as the
brown hand of King Seti rose slowly
from the coffin and crept along the rim
as though to lever the body into a sitting
position.

THE movement
was so uncannily
lifelike that even I,
knowing how these
things happen,
caught my breath
for a instant. But
the Egyptians simply
turned and fled with a
high yell of super-
stitious terror.

The British Attaché stood his
ground, but I noticed
that his hands were tight clenched and
he barked out the one word: "Amazing!"
as though he were trying to reassure
himself.

It was then I began to laugh, for I had
seen this sort of phenomenon more than
once before and ought really to have
been expecting something of the sort.

In the Valley of the Kings some years
previously I once opened a coffin and
saw the mummy make an apparently
determined effort to sit upright after the
last wrappings had been removed.

On that occasion all my Arab workers
fled and never returned. I can't say
that I blame them, for the effect of this
simulated "life" is sinister in the
extreme.

Actually, of course, the explanation is
simple enough, for when the unwrapped
mummy is suddenly exposed at last to the
fresh air some muscular contraction or
expansion is not to be wondered at, and it sometimes happens that the
whole body turns and writhes as though it
really were awaking from its centuries
of sleep.

And now I will tell you of a murder
which took place many, many years ago, perhaps more than three
thousand and which I was able to "re-
construct" as the police would put it upon the very scene of the crime.

We descended upon this ancient tragedy
some four years ago when we were ex-
cavating amid the ruins that once were
Carthage. My Arab workers were
digging an exploratory trench and suddenly
their picks struck solid masonry.
It was the wall of a tomb and soon we
made an entrance into a dark ante-
chamber. In the light of my torch I
saw three skeletons, lying as they had
fallen under the death blows of the
watchers.

The very dust seemed darker where
they lay, as though it had been stained
with blood.

From this ante-chamber we dug our
way into the tomb itself and there,
clearly imprinted in the dust which
had lain undisturbed for so many centuries,
were the naked footprints of the
murdered slaves whose bones lay with-
out the wall.

In the centre of the tomb was a mag-
nificent sarcophagus containing the
marvelously preserved mummy of a
young and once beautiful priestess.
And to the archeologist the whole story
of that ancient tragedy was soon made
plain.

The murder of tomb builders was by
no means uncommon in those far-off
times. The priestess was young and
lovely and of exalted birth. She died from
some mysterious illness, and in
accordance with the ancient rites her
final resting place had to be kept secret
from all but the priests themselves.

So it must have happened that, when
the embalmers had finished their work,

that came to LIFE



her and the Lybians toiled barefooted in the dust to seal her death chamber, stone by heavy stone.

Outside the priests waited and with them three of the Guardians of the Sacred Tombs, grim men armed with short and heavy swords.

At last there was barely room for a man to pass and the slaves were ordered to come forth one by one.

As each man emerged from the blacker darkness into the flickering light, the Guardians struck the fatal blow and the three bodies were left where they had fallen and the last aperture was walled up and the priests departed with the secret of their burial place preserved, as they thought, for ever, but disclosed at last to my eyes after more than three thousand years.

In that distant age the execution of a few poor slaves would not have been thought of as murder at all. We have perhaps, progressed since then, though the bombing plane is no less ruthless than the executioners of ancient priesthoods. Be that as it may, human nature itself has changed very little down the centuries, and I think the most "human" discovery I ever made—a number of letters written between two and three thousand years ago—bears this out.

WE found these "letters" in what had once been the office of the Public Scribe among the ruins of Karanis on Lake Karoun. They were actually rolls of papyrus and we had to dampen them with a sponge and place them carefully under plate-glass before

Professor Kelsey, of the University of Michigan, and Professor Schmidt, of Germany, two of the world's most eminent authorities on the dead languages of North Africa, translated them for us.

Several of these letters have since been reproduced in the "Humanistic Series of the University of Michigan." Two stand out in my memory. The first was from a young citizen of Karanis who had joined a Roman Legion and sailed to Rome.

"...And Mother" wrote the young soldier, "when we entered the port of Ostia, I was greatly bewildered, for here is a town of wonderful appearance. The streets are broad and smooth and lined on either side with fine houses. Here, too, the people are of noble appearance and fine dress.

"Do not worry about me, mother, because I am now a Legionary of this great Nation and you are always in my thoughts."

"Please tell my brother and sister that I pray for them always, and that my heart is always with my betrothed in Crocodilopolis" (A village which stood on the lake a short distance from the town of Karanis.)

I wonder whether that boy ever returned to his native town to marry his sweetheart, or whether he fell in some bloody battle fought by the Legion in far-off Europe.

The second letter was written by a young Egyptian girl to her Jewish lover, and, in view of recent events in Germany, it becomes almost topical:

"...Now that Pharaoh hath ordered the departure of thy race from Egypt," she began, "my heart is indeed heavy within me and I am like to die. But remember, my dearest, that I am always with thee in spirit and that, when I have saved sufficient money, I shall follow thee forth into Canaan so that we may be together once again."

Human nature, you see, changes very little. Or, as the French proverb has it, the more it seems to change, the less it really does.

NEXT WEEK:
THE LOST CITY OF THE INCAS

LIFE'S LITTLE PROBLEMS

"THAT LITTLE EXTRA"

By the
People's Friend

Well, he was right. I'm still going to pay for many a day to come. I've never regretted spending "that little extra."

And, in case you are wondering why I have bored you with this story of a pair of shoes, let me point the moral.

It concerns the importance of "that little extra." No matter what you may undertake or whatever may be your aim you will always find "that little extra" well worth while.

A little extra effort, a little extra trouble, a little extra kindness, a little extra thought for someone else—will never fail to repay you a hundredfold.

There was, I remember, a little sweetshop on the way to school which all the kiddies patronised. The one opposite we never entered.

Why? Because the rosy-cheeked, smiling old lady always threw in a couple of extra lollipops for good measure, while her sour-faced rival weighed them out with miserly caution.

You will find some folks behave like that when they deal in good turns, charities or charity.

Just sufficient—and not an ounce more—will they throw into the scales. Don't follow that mean example. Be lavish, free and open handed with your good deeds. Whenever you can, give or spend "that little extra."

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**"HAPPY FEET
aren't enough—
I've got to have
HAPPY HAIR!"**

says AUDRIE DENARD,
one of the beautiful girls in London
musical comedy hit 'UNDER YOUR HAT'

"Stage producers give jobs to girls
with lovely hair as well as lovely
ankles!" says Audrie. "It used to be hard for me to keep my hair
up to mark all the time—but
my troubles are over since I found
drene shampoo! The first time
I tried drene, it brought out new
highlights in my hair, gave a new
sparkle to every curl. Now one drene
shampoo a week is all I need to
keep my hair lovely to look at—
and as fresh as the newest tune!"

Yes, and in every walk of life millions of girls
keep their hair glamorous with drene!



ARCHITECTS' ASSISTANT
"No tedious messy
shampoos for me!" says
Susan Hatfield, "I
can't spare the time and
trouble, that's why I like
drene! I just wet my
hair, shake on drene,
lather, rinse—and my
hair is beautifully clean,
without that dull film-like
I used to get with other
shampoos."



NURSERY GOVERNESS
"I know drene is the
mildest and gentlest shampoo
to go on young
children's hair," says
Vivian Tandy. "No
tears on shampoo night,
either—drene doesn't sting
the eyes like soap. And
all so economical, for you
only need half as much
drene as other shampoos."



TELEVISION GIRL
"Other people have
trouble with the
Edwardian hair style—not
I!" says Tania Sharman,
Radiolympia's Miss
Television. "Regular
drene shampoos keep my
hair beautifully docile
and easy to manage.
My hairdresser tells me
drene is marvellous for
permanent waves, too!"

Medical opinion says "drene is the safest shampoo
known to science" . . . for drene contains no harsh
chemicals . . . cleans the hair thoroughly of all dust,
dirt, dandruff and perspiration . . . revealing the natural
beauty and lustre of every type of hair. Take home a
bottle of drene today or send 3d. in stamps to cover
postage and package to Thomas Hedley & Co., Ltd.
(Dept. P. 1), P.O. Box 88, Newcastle-on-Tyne, and
you will receive a full-size bottle of drene FREE.

drene

5d. 1/2d. 1/6d. 1/12d. 1/24d.

Women appreciate the
extra loveliness drene gives
their hair. That is why
drene is the biggest selling
shampoo in Great Britain.

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ments from 20/- to 15/-.

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534/- WITH ORDER
536/- WITH ORDER
538/- WITH ORDER
540/- WITH ORDER
542/- WITH ORDER
544/- WITH ORDER
546/- WITH

WIFE WHO WAS CROSS AND TOUCHY

Not Fit To Live With

Put Herself Right With Kruschen

"I am 30 years of age," a woman writes, "yet some days I have been feeling and looking 100 years old. I would get fits of exhaustion for no good reason at all. I was not fit to live with because I would be so cross and touchy. I did not seem to have any ambition to do my housework, and I was tired all the time."

"Two years ago I had sciatica, all down my left side from the hip. My doctor says all this is caused through my nerves. I took Kruschen and found it helped me very much. Since I started taking it I am a different person. I am beginning to find life is worth living. My work seems a lot easier and I have a lot more energy."—(Mrs.) G. M.

In ninety-nine cases out of a hundred, the cause of ill-temper is ill-health. A soured mind has its source in a soured inside—the result of sluggish eliminating organs that allow waste matter to accumulate and poison the blood.

The "little daily dose" of Kruschen puts an end to all this because it restores the eliminating organs to proper activity by providing them with the daily reminder and daily aid that they require. Cleansing and invigorating the blood now circulating all over the system, carrying new vitality to every nerve and new vigour to every limb.

Kruschen Salts are sold at all chemists and stores at 6d, 1/- and 1/9 per bottle. —Advt.

RED-HOT RIVETS
in your FEET?

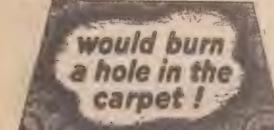
WHEN your aching, throbbing feet make you go red—hot—hot in your shoes

—blame stale Foot Acid in the skin pores. Your feet have 3,000 pores to every square inch—more than any other part of the body. When these get choked up, the waste acids pile up in the muscles. Your feet feel like stone. Shoes then chafe and throat, Corns and callous form. You've got to shift that acid or go on suffering. The modern treatment is a daily foot-dip in warm water with a small handful of Radox. Radox liberates 10 times as much oxygen as other bath salts. This life-giving oxygen cleans out clogged pores, lets crimping and cramping go, and makes your feet live again. Every chemist sells Radox. 1/6 per ten ounce pink packet, 2/6 double quantity. Cubes 3 for 7d.

FREE TRIAL OFFER Try Radox. All our expenses! We have distributed it to chemists in 500 towns specialising in 1/6 packets. Get one today. Your chemist will give you a generous free trial packet as well. Open the trial packet first. If this does not do every good, just return it to your chemist, and get back to your chemist, and he will return your money in full without question. What could be fairer? Call in at your chemist!

RADOX 10 oz. Pink Packet 1/6

The ACID in your STOMACH



would burn a hole in the carpet!

Harms-Guinness will be paid for the best original thought published. No quotations from books, calendars, etc. Address on postcard to "Thoughts," "The People," 93, Long Acre, London, W.C.2.

is the renewed might of our own country. It is growing now and it will grow faster with the growing year.

★

IT must be admitted that even sensible people, who have escaped the "jitter-flu" itself, have been rather depressed of late. To use two homely phrases, they have refused to "get the wind up," but they have "the hump."

"The cure for this ill is not to sit still.

Or frown with a book by the fire;

Take a shovel and hoe and a pickaxe also

And dig 'till you gently perspire."

That was Kipling's recipe for everybody with "the hump." It is still a good one and the Government has adopted it.

In other words, the National Service Guide, which millions of us are studying this week-end, invites us to "get down to the job." There is a wide choice of jobs that need doing. Pick your own: grapple with it and like it; and whistle while you work!

NOW EAT RENNIES



RENNIES

No water needed

MADE EXCESS STOMACH ACID MILD AS MILK

RENNIES

No water needed

RENNIES

Gave Up His Million MAGNATE IS BACK AT WORK

SPECIAL TO "THE PEOPLE"
"IF ONLY I HAD A MILLION" IS THE DREAM-WISH OF MOST PEOPLE. YET BERNARD MACFADDEN, WHO HAD A MILLION, IS HAPPIER NOW THAT HE HAS GIVEN IT AWAY.

U.S. magazine magnate MacFadden believes that "you can't take it with you." Scouring money to improve the health of young America, he has founded a million pound trust and taken an executive post in the company which he founded. In London, as an employee of the firm he began, he told us his philosophy yesterday.

BORN A WEAKLING
A grey-haired active man of seventy-one, who looks rather like Jacob Epstein, he said: "So long as I have health I am happy."

"What is money, after all? You can't buy more than a certain amount of the good things of life. I am quite content so long as I have a job to do and am able to do it."

The man who renounced a fortune has been called a "weakling."

"You see," he explained, "I was born a weakling, and, as a young man, my one desire was to become strong. When I saw what could be done by regular exercises, I wanted everyone else to become healthy, too."

HEALTH IN PRINT
MacFadden started a health magazine which rapidly became a success. To-day his company prints between 18 and 20 million copies a month of MacFadden magazines, and most of them devote pages to health topics.

"Be healthy and you will be happy" —he hammered this advice into the heads of the American people, and to-day he believes that his campaign has "done a little good."

"When I was young I thought I could teach the whole nation to become healthy," he added, "but I never realised that dreams like this could never come true. But I have done my best."

MacFadden's best includes the foundation of sanatoriums for sick young people, the running of schools by his wife, and several restaurants where the poor can get a five-course meal for 5d. "Never eat unless you are hungry, and then you aren't," is his health creed.

HIS BED PLAN
He goes to bed when he is tired and goes to bed when he is no longer tired. "People think I must be mad when I stay at nine o'clock and in the early hours of the morning the next," he said.

Although he could have settled down years ago to a quiet retirement, the millionaire who has found happiness still delights in working as many as 22 hours a week. "I must earn my salary," said Bernard MacFadden.

NOT ENOUGH HARD WORK ON 'THE PLAIN'!
Announcing the decision of the Salisbury Plain Court in the case of four soldiers charged with theft, Alderman G. Warren, the chairman, said yesterday: "We are treating you rather exceptionally because of all the offences that have been committed on Salisbury Plain. We hope the officers will make it known to their men, and if they are not worked hard enough in the Army we will work them a little harder."

ADVERTISER'S ANNOUNCEMENT

A KEY to HAPPINESS and PROFIT & a Treasure House of 1000 Bargains!

JUST ask to see this gorgeous new Littlewood Catalogue! Turn its 250 pages and see the Unbeatable Bargains, superbly illustrated on every page. Bargains for Housewives and Girls; astounding values in household goods, clothing, kiddies' articles. Something for everyone you know!

And look further! Can't you see in it the key to NEW FRIENDSHIPS, NEW INTERESTS AND HAPPINESS?

That's what this Wonder Catalogue has brought to thousands of married women, girls and men who are now Organisers of Littlewood 1/- Clubs.

There is a SURE, REGULAR SPARE-TIME INCOME—and the Littlewood Catalogue makes it easy money! You have only to show the Catalogue to friends; they can't resist joining your Club! Then introduce your friends to Littlewood—and so your circle grows in a pleasant, planned way.

Do you think you can form a Club of 10 to 20 Members? If so, we are ready to send you the Littlewood Wonder Catalogue and Complete Club Outfit, value 5/-, FREE.

Invitation Coupon

I should like to try my hand at running a Littlewood Club. Please send me, FREE, your 250-page Catalogue and Complete Club Outfit. (I am over 21 years of age.)
Name (in full).
I.P.V.23/12/38 (State Mr., Mrs., or Miss and write in BLOCK LETTERS)
Address.
Town. Post in stamped envelope (1d stamp).
Littlewood 1/- Clubs, Old Hall Street, Liverpool, 3.

Littlewood 1/- Clubs
Littlewoods Mail Order Stores Ltd., Directors: John Moores, Cecil Moores.

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MAN, WOMAN and LIFE.

Wonderful Opportunity for Readers of "The People" to secure this amazingly FRANK BOOK THAT ANSWERS THOUSANDS OF INTIMATE REAL-LIFE PROBLEMS

EVERYBODY'S
BEST
FRIEND

THIS WEEK every reader of 'The People' is given one further opportunity to secure an amazingly frank Book on the many intimate problems of Life—a Book that is ever ready with an answer to the eternal problem—"WHAT SHALL I DO?" In 640 pages and nearly 300,000 words it deals frankly and fearlessly with thousands of genuine real-life problems and gives at the same time a full, thoughtful and illuminating answer to each. The wonderful advice and information in this work is literally priceless for its sheer common sense and for its revelation of the secrets of happy love and life. Here are the plain facts now for the first time set down to guide parents, young married people—in fact, everybody of an age to understand.

The Book is one for which you would expect to pay a guinea or more—yet it is available for the astonishingly low sum of only 2s. 9d. plus 1s. which includes carriage, postage, insurance, etc., etc. It is the only opposite page "The Reservation Form" below should be posted immediately. "Receipt of these Forms guarantees your volume for you. All applications will be dealt with in strict rotation. There are no tokens to collect. You do not send your remittance until AFTER YOU GET THE BOOK. Post the Reservation Form below at once!

This book actually answers thousands of REAL LIFE human problems based upon the actual experiences of thousands of men and women in every corner of the globe. Victims of problems which may even be worrying you at this particular moment or may come at any time like a bolt from the blue. It takes you the cultivate thoughts of a great many women and men in intimate contact living with every important phase of home, business and social life, such as Love and Courtship, Marriage, Home Life, Friendships, Making a Home, Everyday Etiquette for Everyone, Conducting a Home, Advice on Diet, Separation, Accidents, Gambling, Liberty and Slander, etc., etc., etc. The special section on the many great problems that arise in connection with the birth, care, weaning of babies, and the bringing up of the health and education of your children is something which no mother—no parent can afford to miss:

LOOK AT JUST A FEW OF THE THOUSANDS OF GREAT HUMAN PROBLEMS THAT ARE FRANKLY ANSWERED IN THIS AMAZING BOOK

How can I get back my husband?—How can I get my husband to come back?—What can I drink?—Why does my wife neglect me?—Is the children?—How can I get my wife to find friends?—What are the early signs of pregnancy?—Should I dance and I discuss sex?—Is Birth Control harmful?—What is the best way to work?—Why does my wife refuse to have children?—Should husbands have girl friends?—What is the best way to live?—Shall I be happy with a jealous lover?—Why is my affection cooling?—How is a building reliable?—Can I get a job?—Is there less of employment through illness?—Why do I always feel doubt and fear?—Why does my wife seem to conquer?—Why can men have a change of life?—Etc., etc., etc.

"EVERYBODY'S" is beautifully printed on high-grade white opaque paper. Actual size of the book is 9 in deep by 5 in wide.

For The Standard Edition, with stiff covers bound in rich Maroon Morocco cloth, embossed in real 22-carat Gold, you send—**AFTER** you have received your volume—only 2s. 9d. plus 1s., which includes cost of carriage, packing, insurance, etc., making 3s. 9d. in all.

For The Standard Edition, with stiff covers bound in magnificient Brown Ante-finish Art Leather cloth embossed in real 22-carat Gold, with head-band, end papers and dust-proof top edges, you send—**AFTER** you have received your volume—only 3s. 9d. plus 1s., which includes carriage, packing, insurance, etc., making 4s. 9d. in all.

DO THIS NOW!

Fill in the Reservation Order Form and the two Labels below. Be sure to indicate on the Form the Edition required—Standard or De Luxe—and to affix a half-penny stamp to the Label "X." **POST FORM AND LABELS**, together with 3d. in stamps, **AT ONCE!** This reserves and guarantees your volume in your name in the Edition you specify. As soon as it is off the press your volume will be dispatched to your home. At the same time you will be sent a Presentation Invoice, which will be returned with your remittance within seven days **AFTER** receipt of your volume.

APPLY AT ONCE! No man or woman, whatever his or her age or circumstances, should be without this work. Don't miss this opportunity. It will not come again. Post Form below at once!

SIGNS OF PREGNANCY
Does anyone always have morning sickness during pregnancy?—I am 7 months pregnant. What are the signs?

WIFE REFUSES TO HAVE CHILDREN
My husband is 35 and I am 28. I am not willing to become a mother. I have no longer a desire to have children. What answer can I give to this?

SUPPORT OF POOR RELATIVES
I have been recommended to make payments towards the support of my poor relatives. What is the best way to do this?

THE LONELY WIFE
My husband has been away for 2 months. He has not written to me. How can I find out where he is?

SEX BEFORE MARRIAGE
Should sex be discussed before marriage?—Women before marriage should answer this.

HUSBAND LOVES ANOTHER GIRL
Though I am only 21, I am 6 feet tall. Husband's past is a mystery. However, he is a good man. What should I do?

BOOK PRESENTATION Dpt. N.F.2 THE PEOPLE,
39, EARLHAM STREET, LONDON, W.C.2. (Prel.)
Please reserve my name on your copy of "EVERYBODY'S
BEST FRIEND," I enclose with this Farm
3d. (three-pence) in stamps as Reservation Fee.
This guarantees my Volume in my name. I understand
that my name will be registered with the Post Office
and that a stamp will be sent me. I have indicated below the edition I require—
Standard or De Luxe—and certify that I will
return the stamp specified below within 7
days of receipt.

STANDARD EDITION You MUST
2s. 9d. plus 1s. which includes
Carriage, Packing, Insurance, Edition NOT Carriage, Packing, Insurance,
etc., making 3s. 9d. in all.

DE LUXE EDITION You MUST
2s. 9d. plus 1s. which includes
Carriage, Packing, Insurance, Edition NOT Carriage, Packing, Insurance,
etc., making 4s. 9d. in all.

YOUR SIGNATURE
Clearly
BLOCK LETTERS
DATE

Last day for Receipt of Reservations from this announcement is Wed. Feb. 8
Offer applies only to Great Britain, N. Ireland & Eire.

POST FORMS BELOW AT ONCE!

CUT HERE—DO NOT SEPARATE FORMS.

**BOOKS
WITH
CARE**

NAME

ADDRESS

TOWN

COUNTY

NAME

FULL POSTAL ADDRESS

NAME

INDIGESTION

DON'T EXPERIMENT!

This Remedy gives Instant Relief

You want quick relief from indigestion because you want to stop your pain at once, and certainly do not want to waste money on things that fail to help you. That is why every sufferer from after-meal pains, heartburn, acid stomach, flatulence, heartburn or gastritis is advised to get a supply of De Witt's Antacid Powder for Indigestion at once. One dose gives instant relief, and your digestive trouble goes completely.

De Witt's Antacid Powder brings a new four-fold action on the digestive system. It neutralises excess acid in the stomach. It soothes the inflamed stomach wall. It actually helps to digest your food and makes certain that *all* the food you take will nourish you. Finally, it so tones up the stomach that your digestive troubles are for good, and medicine is no longer needed.

De Witt's Antacid Powder is the most reliable and economical remedy you can possibly have. Get your supply to-day.

DE WITT'S
Antacid Powder

The quick-action remedy for Indigestion, Acid Stomach, Heartburn, Flatulence, Gastritis. Of all chemists, in canisters, 1/6, double size, 2/6.

**Without Iron
Your Blood Dies**

Is your blood from dizziness? Are you easily puffed and fatigued? Have you strange pains round the heart? The symptoms of poor blood are many: poor appetite, indigestion, constipation, flatulence, heartburn, gastritis, anaemia, etc. Get iron now. Iron is the blood builder. It gives the blood the iron it needs by itself. Iron gets into your blood; it passes into your bowels and constipates you.

There's a quick way to get iron into your blood: it's vital to take iron and that's to take iron entirely mixed with manganese. There's only one company to blood specialists that has this unique iron supplement: IRON-ON

BRAND SUPER TONIC TABLETS.

IRON-ON improves your own health to-day. Rejuvenates you—will look younger and feel it.

There's nothing like IRON-ON for toning and invigorating action. Sold by all chemists.

BRAND SUPER TONIC TABLETS.

Everyone likes the flavour

De Witt's Antacid Powder

Everyone likes the flavour

MAKING ENDS MEET ON £2-10-0 A WEEK FOR FIVE



Mrs. Hunt of London
tells how she makes
meals go further...

**She serves ROUNTREE'S COCOA
because it AIDS DIGESTION**

MRS. HUNT'S WEEKLY BUDGET	
Rent	£ 12 5
Clothes Club	4 0
Insurance	4 0
Coal, gas and electricity	3 6
Husband's expenses	4 0
Sundries	1 1
Food	1 0
Total	£ 2 10 0

NO ONE can say my three little ones don't look well fed," says Mrs. Hunt, "although when my youngest was coming, my husband and I didn't know how we'd do on £2.10.0 a week for us all."

"But I have to try and make ends meet, and I don't mind admitting that Rowntree's Cocoa is a great help. It seems to make simple meals much more filling and satisfying somehow. They say this is because it aids digestion. I think every mother who has growing children to feed should know about Rowntree's Cocoa."

Rowntree's Cocoa is made by a special "pre-digestive" process, so that it is not only more digestible and nourishing itself—it actually helps people to digest all other food more quickly and with less effort. This means children get more goodness out of their meals—put on extra bone, muscle and tissue.

Rowntree's Cocoa has a lovely rich, chocolatey flavour. You need only half a teaspoonful to a cup—a that's why it's so much more economical than ordinary cocoa and "chocolate" drinks.

DO YOU KNOW THIS MEDICAL FACT?
If you drink something with your supper, it's worth remembering that this important medical fact. You can't get a good night's rest unless your supper digests easily. Switch to Rowntree's Cocoa—it is pre-digested. Rowntree's helps you to digest your supper better, preventing digestive troubles from disturbing your night.



Doris Hunt is 5½ years, Joyce is 3. Mrs. Hunt is proud of having such sturdy little children. Wouldn't any mother be! Both children love Rowntree's Cocoa because of its chocolatey flavour.

FREE GIFTS!

Hundreds of valuable free gifts are offered in exchange for Rowntree's Cocoa coupons. Free Gift Coupons in every tin: send Postcard (postage paid) to Rowntree & Co. Ltd., The Cocoa Works, York, for FREE GIFT BOOKLET, containing FREE VOUCHERS, value three coupons.

ROUNTRREE'S COCOA AIDS digestion

BOVRIL prevents CHILL FEELING

Colds and influenza find their easiest victims in those who are under-nourished or depressed. Bovril warms and invigorates, brings you the concentrated goodness of beef and helps you to get more benefit from your other foods.

ALWAYS KEEP BOVRIL IN THE HOUSE

Road Plans Much Too Dear For London

Radio Cures

TUNING- IN TO HEALTH!

Special to "The People"
EXPERIMENTS THAT
MAY RESULT IN
MEDICINE AND THE
SURGEON'S KNIFE BE-
COMING AS A BOW AND ARROW
IN MODERN WARFARE
ARE BEING MADE AT
LABORATORIES IN LON-
DON, NEWCASTLE, MAN-
CHESTER AND CHELMS-
FORD.

The scientists engaged in this research believe that it heralds an entirely new technique in the treatment of disease, and that, within the next 50 years, every human illness will be curable by ultra short-wave radio transmissions.

Electricians, radio scientists and doctors are collaborating in these investigations. Already they have met with remarkable success.

HOSPITALS EQUIPPED

Hospitals all over the country are now equipped with radio departments and scores of patients are treated daily.

**PNEUMONIA, RHEUMATIC FEVER,
ARTHRITIS AND SCIATICA ARE
AMONG THE AILMENTS IN WHICH
SHOR WAVE RADIATION HAS
HAD SOME SUCCESS.**

IT HAS ALSO BEEN SUCCESSFUL IN
CASES OF HEART DISEASE, TUBER-
CULOSIS, AND VARIOUS PAINFUL
DISEASES OF THE EYE.

But in all these instances the treatment has been with the radio transmitter in direct contact with the patient's body, so that the waves are sent through from one electrode to another.

Later experiments, however, have resulted in a startling new theory.

It is now thought that a patient can be treated in his own home miles away from the transmitter, by tuning-in to the necessary wavelength.

Somewhere among the ultra-short waves, just below the television broadcast range, scientists believe that there is a "Death Ray" that will mean death to disease.



Kathryn Morrison, of Pittsburgh, can stand like this on her elbows for 10 seconds—which, some claim, is a world record.

Sir C. Higham's £112,612

"My Grill-Room Waiter" Gets £50

BEQUEST OF £50 TO THOMAS DAMARILL, "MY SAVOY GRILL-ROOM WAITER," WAS MADE BY SIR CHARLES FREDERICK HIGHAM, PUBLICITY CHIEF AND HEAD OF CHARLES F. HIGHAM, LTD., ADVERTISING AGENTS, OF KINGSWAY, W.C.

Sir Charles, who lived at South Godstone, Surrey, left gross estate worth £112,612, on which £20,627 has been paid in death duties.

He left £5,000, his residence and contents, personal effects, any other freehold or leasehold house or houses and any flat, the contents thereof, and all his shares and interest in Charles F. Higham, Ltd., to his wife.

He bequeathed his platinum watch to his friend Maurice Elvey, his dress studs and links to his friend Richard

Bloomfield, his gold cigarette case to his friend Frank A. Corbett, and his gold watch to his friend Peter D. Thomas.

After various legacies to servants and members of his staff, he left the residue on trust for his wife for life, subject to the maintenance of his children, Charles and Amabel Frances, and on each of them attaining twenty-one years £260 per annum, to them during the life of his wife, and on her death on trust for all his children.

SEEN ON THE SCREEN

By S. ROSSITER
SHEPHERD

Against the somewhat grim background of a reformatory, Corinne is seen as an inmate whose troubles are mostly

AMUSEMENT GUIDE

OPERA AND BALLET

SADLER'S WELLS, Rosebery-av. E.C.1 (Ter. 1972). *£2.00. MADAM BUTTERFLY.*

THEATRES

ALDWICH (Ter. 6404). *£3.00. Wed. & Sat. 2.30. GORDON BARRETT IN NUMBER SIX.*

AMBASSADOR (Ter. 6405). *£3.00. Wed. 2.30. SPRING MEETING.* A Light Comedy.

ATLANTIC (Ter. 2682). *Tues. Next at 6.15. GAY LIGHT.* GWEN RUSSELL.

BURGH LANE (Ter. 7171). *£2.00. Thurs. Sat. 7.45. Mats. Wed., Thurs., Sat. 2.0.*

G. S. Melvin, Fay Compton, Dickie Moore, Greta Pape.

GAETLY (Ter. 6391). *Evens. 6.15. Thurs. Sat. 2.30. GENE ALLEN IN RUNNING RIOT.*

GLOBE (Ter. 6392). *£2.00. Wed. Sat. 7.45. Thurs. 2.0. Mats. Wed., Thurs., Sat. 2.0.*

HIPPODROME, Gen. 3772. *LAST WEEK OF GEORGE BLACK'S GRAY GAMES.* *THE FLEET'S LIV' UP.*

FRANCIS D. SAYLES, Lulu, Eddie Dowling, Ralph Reader, Evans 8.15. Thurs., Sat. 2.30.

HIS MAJESTY'S (Whi. 6606). *Evens. 6.15. Thurs. Sat. 2.0. BONNIE BROWN IN MAGYAR MELODY.* A Musical Revue.

LYCEUM. *Pantomime—DIV. OF HEARTS.*

Twins, Duff, Evans 8.15. Thurs., Sat. 2.0.

OLD VIC (Ter. 6398). *Evens. (Ex. Mon.) 8.00. Th. 8.30. Sat. 8.30. Sun. 2.30. EXCALIBUR.*

POLO (Ter. 6394). *Evens. 8.15. Wed., Sat. 2.0.*

JACK HULBERT AND CECILE COURTEENIDE IN *UNDER YOUR HAT.*

PALLADIUM (Ter. 7373). *£1.50. Mats. 7.45. Thurs. 2.30. George Black's Gray Game.*

HERVIE AND KNOX. *FOOLISH THINGS.*

NAOMI SAWARD AND ALLEN NAUGHTON AND GOLDIE. *QUEEN.* Stuart Morgan Dancers; Badminton Champions, etc. Cast of 80.

QUEENS. (Ter. 4517). *Evens. 8.15. sharp. Mats. Weds. and Sat. 2.30. Marie Tempell, John, etc.*

SHAFTEBURY (Ter. 6395). *Evens. 8.15. Thurs., Sat. 2.30. THEY WALK ALONE.* BEATRICE LEHMANN, CAROL GOODNER, René Ray.

of her own making, who responds, however, to the kindness of a newly appointed matron, and then falls in love with the institute's doctor, not knowing that the doctor and the matron are engaged.

Edna Best, Barry K. Barnes and Martha Hunt are also in the cast.

THEATRES

ST. MARTIN'S. (Ter. 1442). *£2.00. Th., Fri., 2.30. B. J. PRIESTLEY'S WHEN WE ARE MARRIED.*

MAT. Tues. & Fri. 7.30. (Ter. 6395).

WYNDHAM'S (Ter. 3028). *QUIET WEDDING.*

Elizabeth Allan, Frank Lawton, Marie Lohr, Evans, 6.30. Mats. Wed., Sat. 2.0.

CONTINUOUS REVUE

PRINCE OF WALES, Whi. 6861. *2.11.30. CAPRICORN PARISIEN.* Bobb Wilson, Ter. McLeod.

VARIETY

COLISEUM. (Ter. 3161). *6.30 and 9.00. Wed. 2.30. HEDDIE HOLLOWAY.*

WINDSOR (Ter. 6396). *£2.00. Wed. 2.30. SHARON.*

MARION THE INTELLIGENT. 4 Bachelors: Emili Borec, etc.

KINEMAS

CARLTON. CORINNE LUCHAIRE, "CONFLIT" (A).

Tint. from 3.30. 2.15 to 6.00. (9.00 Sat. 6.30).

ROBERT DONAT, ROSALIND RUSSELL in "THE CITADEL" (A). Cont. to-night 5.30 to 11.00.

WEDNESDAY NIGHT. *THREE FORTY.* 6.30 to 10.00.

GILBERT & SULLIVAN'S "THE MIRAKO" (A).

GLORIOUS TECHNICOLOR, with KENNY BAKER.

MONDAY NIGHT. *THE FLEET'S LIV' UP.* 6.15 to 10.00.

LONDON FAVOURITES. *DOORS OPEN.* 6.30 p.m.

PAUL KELLY in "ADVENTURE IN SAHARA" (A); also *THE LADY IN THE LETTER* (A).

LEICESTER (Ter. 2680). *OPEN 6.30.*

THE PROG. at 6.30 & 9.15. Also Gordon Barker in "HEDDIE HOLLOWAY."

PLAZA. Pic. Circus. *ELIZABETH BEHRENS.*

Hedgehog, "STOLEN LIFE" (A). Tint. at 6.30 and 9.00.

WEDNESDAY NIGHT. *THE PROG.* at 6.30 and 9.00.

James CAGNEY in "PARK AVENUE."

ANGELS WITH DIRTY FACES (A).

To-night 6.30 & 9.15. Last pf. com. 8.15.

EXHIBITION

MADAME TUSSAUD'S EXHIBITION. Daily & Sundays.

10-10. Pert. Model: Mr. Neville Chamberlain.

Plenty of
partners
for Polly

Make your skin glamorous with
Pond's Creams containing the
"SKIN-VITAMIN"!



NOTICE THE PETAL SMOOTHNESS of her skin. Even slight wrinkles are removed. Her skin is smooth and clear. NO SKIN FAULTS. NO skin wrinkles or skin blemishes. NO SKIN FAULTS. NO skin wrinkles or skin blemishes.

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NO SKIN FAULTS. NO skin wrinkles or skin blemishes. NO SKIN

Calling All Cars—

Here There and Any Old Where!

93, Long Acre,
London, W.C.

Is there any reason why the B.B.C.'s women vocalists in the basement must sing lachrymatory songs? One the other afternoon walked in "Tears in My Heart," and then, to get us all sobbing as well. "Is that the Way to Treat a Sweetheart?"

The first five years of that play "Paul and Virginia" in "Monday Night at Seven" should be the best. After that Virginia will begin to Paul (joke, please).

Both of

Them

Now, you gangsters, you'll like this subtle one from Lamb's Cutlery:

"They gave a farewell party to their many London friends the other day, and people who turned up were the Duke of Marlborough and Mr. Duff Cooper."

(Society Gossip)

Neat! Wurt?

On the decision that Bryan Jones had been put into Arsenal reserve eleven and gilded securities were severely marked down on the Stock Exchange, while Australian mines slumped badly.

And The Great Big World Keeps Turning

"Dear Readers, wasn't it a lovely day yesterday? The office just couldn't hold me. The Editor left the same way—he ran round the park twice with his black Scottie." (Newspaper Sob Sister)

APPARENTLY, judging by the pictures in my newspapers in the week, whenever a Tottenham Hotspur footballer plays billiards, the rest of the team lean their elbows on the table.

This is not the ideal way of playing. Neither do I recommend placing your glasses of wallop round the cushions

Newspaper Humour

From the Gang

FROM a football report:—

The last goal was the result of a fine solo effort by Norcott, who dribbled the ball 30 yards to beat the home goalkeeper with a low shot.

From another football report:—

Half-time:—

Birmingham Trams 2
Coventry City "A" 0

There was no scoring in the second half.

Birmingham Trams 3
Coventry City "A" 0

The other day I saw a short film of a Budgerigar that spoke one or two words. A friend of mine has a good talker that says, amongst other things, "Naughty Hitler, Up the Spurs." I thought this might interest readers Tottenham way.—Spurs Fan (Hertford).

LATEST: On receipt of advices in London that a three-legged mandrake had been born in Pernambuco, prices in all sections of the Stock Exchange were marked down drastically.

May I call Mr. Ogilvie's attention to the fact that the B.B.C.'s best effort yet was two of their comedians telling the same joke in succession on Arthur Askey's night?

And, better still, one of their outside comedians promising that after they were off the air he would tell some "real" stories.

So after all this time Manager Peter Proudfoot has severed his connection with Clapton Orient. Well, the club owes him a rare lot for his years of hard work, aye, and even financial sacrifice. There would have been no Clapton Orient today but for Peter, who, some years ago, dipped into his life's savings to pay the players' wages. I wonder if any other football manager ever did that?

You Should See Auntie Nellie

The B.B.C.'s Silliest Yet

THE B.B.C. surely reached the rock bottom in stupidity when they cut the news announcer off dead on time when he had given but two of the six racing results and immediately put on a talk, "Music for the Ordinary Listener."

Less than half a minute would have sufficed to complete that results. Yet a symphony concert can overrun by twenty minutes.

And I ought to tell you the News Bulletin that night had already been clipped by five minutes.

A sense of proportion seems lacking at the B.B.C. Here was the First News (and most important) merely given the same amount of time (twenty minutes) as the following talk on music, which had an extremely limited appeal, while, as you all know, the News Bulletins always tops in popular votes.

Whether the missing four results were ever given I don't know. I rang up the G.B.C. Inquiry Dept., and asked for them, but was told they could not be given.

Then asked the operator why a symphony concert with a comparatively small appeal can go on to the bitter end, yet racing results wanted by hundreds of thousands are "cut" on the tick?

I was told that you can't get a symphony concert in your evening paper. Apparently two blocks make a white at Broadcasting House.

I could only reply that as I was indoors on a bitterly cold night I couldn't get an evening paper without dressing for outdoors and walking half a mile to a shop, and mentioned there were people in country districts who couldn't get an evening paper, anyway.

The funny thing is that a lot of the earlier news time was taken up in *extenso* (French for L of a time) by the Stock Exchange report and foreign money movements. The latter can appeal to very few indeed, and those concerned know it hours earlier, anyway.

Further news time, too, is taken in boosting the evening's television programmes. That isn't NEWS.

But the racing results are always called last of all—and twice recently they have been cut off before they have been completed.

What do we matter, anyway? It isn't our radio, is it? We only pay for it.

Ironically enough, to show further B.B.C. inconsistency, on Wednesday night they allowed the same important News Bulletin to be made late by a dance band and apologised for it. I heard no apology for clipping the racing results.

LATEST: On the news that onion sellers were having a poor season, Government securities and South African mines fell heavily on the Stock Exchange yesterday.

And The Great Big World Keeps Turning

"During coffee she puffed slowly at a cigarette, her eyes half-closed." (Society Phoooph.)

Someone sent me a picture of Never-named United, who act as chopping blocks in the Coventry Thursday League. They haven't won a game all season, and their opponents have 147 goals marked on the cash register already.

And no wonder. The first player in the picture is named Hadley.

LETTERS RECEIVED.—C. D. (Waldstone), J.O. (Tunbridge Wells), R.D.G. (Beddington, W.H.), S. (Harrow), G. (Harrow), G. (Harrow), G. (Cheadle), F.D.A. (Ashford), L.E.V. (Hornsey, H.B. (Hertford)).

TAKE IT (Harrow)—Referee Mr. Ireland, of Scotland, in charge of England v. Wales, has happened before. Thanks for writing.

If Sir John Anderson has put crooners on his exempted list we'll have to do summick about it.

IN REPLY

HAVE you heard the tonsil boys singing "Good Night, Little Sister?" "Coo-lummy!" said the Duchess as she swept up the stairs.

If Sir John Anderson has put crooners on his exempted list we'll have to do summick about it.

IN REPLY

FORWARD you dusters. The Walthamstow Cleaning Dept. lads want to meet others in the same job at cricket. They say they are weak—at cricket, that is, not in the biceps. Write Hon. Sec. E. J. Woodrow, 66, Chelmsford Rd., E.17.

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BARNSLEY ONLY ONE OF FOUR LEAGUE LEADERS TO WIN

Long Acre Tells You About-

BLACKBURN - COVENTRY FOR PROMOTION?

BACK to the land—sorry, I mean League. What with all the Cup-ties, postponements and what-nots I'd forgotten all about the promotion and relegation problems.

We're getting to the sticky period now. This is the time of the year when champions are made and unmade. Only trouble is that it's not always see which way the wind is blowing.

Incidentally, Blackburn look like having a worrying time at the end of the season. They may have to rely on other teams to help them up into the First Division. They might even have to wait a fortnight to know their fate, for according to present arrangements they finish their League fixtures on April 22, while most other sides have matches on the two following Saturdays. Tottenham once had an experience like that. They finished their programme early and went on a Continental tour. When they came back they found they had been relegated.

THAT is as I said just now, is how it looks on paper, but anything can happen in these crazy days. As things are at the moment a team well down the table can still win the championship.

What's more, there's a team quite capable of doing the job—the Arsenal. Less than fortnight ago the "Gunners" were about fourth from the bottom; now they're up among the top ten! The "Gunners" brought off their best away performance of the season yesterday when they won at Villa Park. Arsenal won 3-1, and they were the first away goals they had scored for five games!

DERBY'S slip-up at Stoke gave Everton the chance to close the gap, but somehow or other I can't quite see the "Toffees" getting there. Personally, I have too many away games to play. I prefer Everton's chance in the Cup to the First Division football.

Long faces at Leicester and Portsmouth. The Midlanders have won one game only in their last eleven matches, while Portsmouth have had one victory in their last 15 matches.

Thanks to the return of Glover, Grimsby won a match after four successive defeats. And Charlton, who lost four games in succession for the first time for five years, turned the corner with 3-0 against Middlesbrough.

OF the top four teams in the Second Division, Coventry was the only one to do well. Sheffield United spelt a great opportunity by letting Linton go, but with a point, but perhaps that's according to form, for the United made a habit of drawing. They've now split the points in their last five matches.

Blackburn found Manchester City at their best. We don't know whether that's a sign that the "Swans" are about to make another big push. They're not too far off to snatch at a chance.

Sheffield Wednesday kept hanging behind the leaders, too. In their five previous away games Wednesday had scored 19 goals and dropped one point only. They got both points at Swansea yesterday, but the "Swans" kept the goals down.

If Blackburn win promotion there will be no reason for much rejoicing for the Rovers. We have a programme in front of them which is no laughing matter by a long way.

On the argument that away performances decide championships, Blackburn will do marvels if they bring back half their outstanding away points, for, among

"SAINTS" IMPROVE

NEWCASTLE HAVE TO FIGHT HARD FOR POINT

SOUTHAMPTON 0, NEWCASTLE 0

Southampton found renewed form when they entertained Newcastle United, and the "Saints" had to struggle very hard to go through the game without conceding a goal.

There were many thrills, and Clifton hit the crossbar, and the Newcastle's post kept the ball out of their net in the second half.

Southampton's defence could compare very well with that of the visitors. The experts were right, and the affair was marked by distinct success. This old Islington schoolboy is very versatile, and he has now played forward, half-back and half-right in Second Division football this season.

The return of Alfieck added to the strength of the team, and Perfect, the new boy, and the Newcastle Rovers, had a very satisfactory game.

Mooney and Birkett, the Newcastle wingers, were fast and effective, and though Clegg was hurt and spent a short period on the wing, he went nearest to getting a goal for Newcastle. Cairns was too well covered to be able to be really dangerous.

WASN'T CUP MATCH

Walsall Seldom in Picture at Shepherd's Bush

QUEEN'S PR 3, WALSALL 0

Queen's Park Rangers always had the match well in hand against Walsall, and the result was never in doubt.

The complete control Junes had over the game was increased just on the interval by Birmingham, who put the ball into the net after Hall rushing from his charge, had misjudged a forward pass by his centre-forward.

The return of Lowe at inside-right brought the much-needed punch to the Rangers' attack. Cape, at outside-right, and Fitzgerald, inside-left, gave improved displays.

Cheetham, however, could seldom escape the attentions of Morgan, a powerful centre-half. Smerik and Male were other good Walsall defenders.

Pickering was his first appearance in the Rangers' side, gave a promising display at right-half, and sent out many fine passes.

Fitzgerald, put through by Lowe, gave Rangers the lead after a quarter of an hour. Lowe headed the second goal towards the interval from one of Cape's crosses.

The Rangers attacked for most of the second half, but found Tewkesbury safe in goal. Near the end Cheetham, after many unsuccessful attempts, added a third goal.

SOUTHEND 2, BOURNEMOUTH 2

The visitors attacked in the opening stages, and Hankey did well to save a hot drive from Langley. Play soon went to the opposite end, with Bristow and Jackson on the attack. On one occasion Bristow dived for the interval defences, and the ball went into the middle.

Despite the deficit, Norwich endeavoured to assert themselves, and Burnley were lucky when Robinson kicked off the line.

The Rangers attacked for most of the second half, but found Tewkesbury safe in goal.

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others, they have to visit Sheffield United, Newcastle and Coventry, the three teams immediately below Blackburn in the table.

Incidentally, Blackburn look like having a worrying time at the end of the season. They may have to rely on other teams to help them up into the First Division. They might even have to wait a fortnight to know their fate, for according to present arrangements they finish their League fixtures on April 22, while most other sides have matches on the two following Saturdays. Tottenham once had an experience like that. They finished their programme early and went on a Continental tour. When they came back they found they had been relegated.

WHAT'S more, there's a team quite capable of doing the job—the Arsenal. Less than fortnight ago the "Gunners" were about fourth from the bottom; now they're up among the top ten! The "Gunners" brought off their best away performance of the season yesterday when they won at Villa Park. Arsenal won 3-1, and they were the first away goals they had scored for five games!

Derby's slip-up at Stoke gave Everton the chance to close the gap, but somehow or other I can't quite see the "Toffees" getting there. Personally, I have too many away games to play. I prefer Everton's chance in the Cup to the First Division football.

BIG shock in the Southern section was Palace's home defeat by Torquay. Albert Daves missed two penalties, which would have drawn the match! Tom Bromilow can give up all hope of promotion now. It would have helped a lot if Palace had won for leaders, Newcastle lost at Bury.

Incidentally, those Newport soccer "cads" held up a rugby game. The Penarth rugby players were a quarter of an hour late for their match at Herne Hill because the train on which they were travelling stopped at Reading to change so that they could get to Aldershot in time.

Gad, sir! What are we coming to!

STOP Press. Little, the Exeter left-back, was sent off from the field against Brighton. Manchester United's winning goal at Chelsea was scored four minutes from the end by newcomer Bradbury, from Manchester University. Higgins scored three goals for Fulham in the first half at Bradford. Bradford's own in the Stockport game were scored within 13 minutes. Bradford City lost their goal-keeper, but won at Accrington.

More naughty boys. Still, the Stockport left-half, and Hubbard, the Hull outside-right, were ordered off.

Jack Frazer, the chief scout of Chelsea, was at the Glentoran v. Distillers match, and whilst his mission was revealed, it is understood that he was watching Lawry, of Glentoran, and Beattie, of Distillers, the respective inside-lefts. Crystal Palace were at the Newry and Derry match looking at Kelso, Derry's Scottish outside-right.

LAST-MINUTE WIN

CRIPPLED ALDERSHOT PLAYER'S GAME EFFORT

ALDERSHOT 1, NEWPORT 0

Aldershot gained their victory in the last minute.

In the first half their lighter forwards overran the heavier-built Newport defence, for whom Low distinguished himself.

In a breakdown the greatest chance of the game fell to Carr, of Newport, three yards of the Aldershot goal-line when he was tackled by Eddie Kelly. Eddie swooped like a hawk and kicked clear.

Later, Newport raids were mostly on the right wing, while Derrick played a grand game, and a couple from the centre-half, and Hocken, who played with a fractured wrist.

In the second half, Clarke, the Aldershot inside-left, scored and was on the field for 20 minutes.

Then Newport threw all their weight into attack, and Hydes, Derrick and Wood had several chances but failed at the crucial moment.

The crowd rose to the gallant defence of the ten men, and Ray Aldershot's centre-half, while Aldershot's inside-left, Crystal Palace were at the Newry and Derry match looking at Kelso, Derry's Scottish outside-right.

TRANMERE 2, WEST HAM 2

After seeming to have the game safely won at half-time, Tranmere had to be content with only one point, for the Hammers, with six deputies, played so well that they were able to take off a two-point lead in the second half.

Tranmere took the lead after 20 minutes, when Buckley, standing unmarked in the goalmouth, found the ball at his feet and sent it into the net.

West Ham then attacked, and Morton missed a great chance of equalising.

After 25 minutes Tranmere went further ahead. They dashed away to the right wing, in which the rearguard men covered each other.

Milne, however, did manage to dodge the defenders twice, but was unlucky with his attempts to score.

FIRST LEAGUE

ASTON VILLA (0) 1 ARSENAL (1) 3

BOLTON (1) 4 LEICESTER (0) 0

CHARLTON (3) 3 MIDDLESBRO. (0) 0

CHELSEA (0) 0 M'NCHESTER U. (0) 1

EVERTON (0) 3 H'DDERSFIELD (0) 2

LEEDS (0) 1 LIVERPOOL (0) 1

M'NCHESTER (5) 5 BIRMINGHAM (0) 0

PRESTON (5) 5 BIRKBECK (0) 0

STOKE (1) 3 BLACKPOOL (0) 0

SWANSEA (0) 0 PORTSMOUTH (0) 0

TRANMERE (2) 2 WEST HAM (0) 2

WALSALL (0) 0 NEWCASTLE (0) 0

WATFORD (1) 4 WEST BROM (0) 2

WESSEX (2) 2 NEWPORT (0) 0

WIGAN (0) 0 SHEFFIELD W. (0) 0

WINDSOR (0) 0 SWANSEA (0) 0

WOLVES (2) 3 PORTSMOUTH (0) 0

WORCESTER (0) 0 WEST HAM (0) 0

WREXHAM (1) 1 NEWCASTLE (0) 0

WYOMING (0) 0 SHEFFIELD W. (0) 0

YOKOHAMA (0) 0 NEWCASTLE (0) 0